

Ideation Phase - Empathy Map

Date: 10 February 2026

Team ID: LTVIP2026TMIDS71508

Project Name: Calculating Family Expenses Using ServiceNow

Says

I spend money daily but I don't know where it goes. I need a simple way to record expenses.

Thinks

My expenses are increasing every month. I should control my spending and save money.

Does

Writes expenses in notebook or remembers mentally. Calculates totals at end of month.

Feels

Worried about overspending and financial management.

Pains

Manual tracking is difficult, totals incorrect, no proper reports.

Gains

Automatic calculation, clear reports, better financial planning.